



Department of Planning, Building and Code Enforcement
801 North First Street, Room 400
San José, California 95110-1795

Hearing Date/Agenda Number:
11/17/03 Item No. 3.o

File Number:
GP03-T-05

Council District and SNI Area:
Various (see attached location
descriptions)

Major Thoroughfares Map Number:
Various

Assessor's Parcel Number(s):
Various

Project Manager:
Britta Buys

GENERAL PLAN REPORT

2003 Fall Hearing

TEXT REFERENCE:

Amend Chapter V. Land Use/Transportation Diagram, Pedestrian Priority Areas Map, page 253 and add Appendix J., Pedestrian Priority Areas Network

PROJECT DESCRIPTION:

A General Plan text amendment to modify the Pedestrian Priority Areas Diagram and add an appendix listing the existing Pedestrian Cores and the existing and proposed Pedestrian Priority Corridors.

LOCATION: Citywide

ACREAGE: N/A

APPLICANT/OWNER:

Staff / City of San Jose

ENVIRONMENTAL REVIEW STATUS:

Reuse of the San Jose 2020 General Plan Final Environmental Impact Report certified by the City Council on August 16, 1994, Resolution # 65459

PLANNING STAFF RECOMMENDATION:

Adopt the proposed text Amendment

Approved by:

Date:

PLANNING COMMISSION RECOMMENDATION:

CITY COUNCIL ACTION:

CITY DEPARTMENT AND PUBLIC AGENCY COMMENTS RECEIVED:

None received.

GENERAL CORRESPONDENCE:

Letter received from Delmas Park NAC, dated November 3, 2003. See attached.

ANALYSIS AND RECOMMENDATIONS:

PROJECT DESCRIPTION

This is a staff initiated request to amend the *San Jose 2020 General Plan* Pedestrian Priority Areas Diagram to include twelve new segments within seven Strong Neighborhoods Initiative (SNI) areas (see attached table). These corridors were identified during the planning phase of SNI and are listed as high priorities in the *Neighborhood Improvement Plan* for each area.

BACKGROUND

The Pedestrian Priority Areas Diagram identifies those areas within San Jose that have or are expected to have high levels of pedestrian activity. These include the Downtown Core and Frame Areas, Neighborhood Business Districts, and a variety of other areas in which extensive pedestrian activity is planned to encourage alternate modes of transportation. As stated in the General Plan, the intent of the Pedestrian Priority Areas Diagram “is to encourage and facilitate a physical environment conducive to higher levels of walking.” Pedestrian Priority Areas are intended to have pedestrian friendly development and land uses to support the high levels of walking.

Through the Strong Neighborhoods Initiative (SNI) planning process, additional areas of current or expected high levels of pedestrian activity were identified. While all nineteen of the *Neighborhood Improvement Plans* recognize the need for pedestrian improvements within the SNI areas, certain segments lead to major destinations (e.g., other pedestrian corridors, parks, trails, creeks, major service areas, etc.) or transportation centers/nodes. These street segments should be designated as pedestrian priority areas to encourage and support pedestrian-oriented design and activity, and expand upon and strengthen the existing pedestrian network.

It is the City's desire to have every street be walkable, however, some streets are expected to handle greater levels of pedestrian traffic. A subcommittee consisting of staff from Planning, the Department of Transportation, and the Redevelopment Agency, has been formed to update pedestrian standards (e.g., sidewalk widths) and identify appropriate improvements (e.g., lighting) commensurate with the expected level of pedestrian activity for different types of

streets. This “toolbox” of standards and improvements is expected to facilitate the implementation of the recommendations in the various SNI Plans to enhance neighborhood circulation and connectivity, especially along small residential segments. The “toolbox” should be applicable outside SNI areas as well.

ANALYSIS

Strong Neighborhoods Initiative (SNI) Improvement Plan Recommendations

The following street segments within SNI areas are proposed for additions to the Pedestrian Priority Areas Diagram.

- Scott Street/Auzerais Avenue (between Interstate 880 and Bird Avenue). As stated in the *Burbank/Del Monte Neighborhood Improvement Plan*, the overall improvement concept for the neighborhood is to create an interconnected system of designated pedestrian and bicycle routes through the area leading to major parks, recreational sites and schools. The Scott/Auzerais corridor runs through the center of the neighborhood in an east-west direction, and a number of open space resources are planned for this corridor. Priority Action No. 2 of the Plan is to designate Scott Street and Auzerais Avenue as the primary pedestrian/bikeway corridor in the neighborhood.
- Gifford Street (between West San Fernando Street and Auzerais Avenue). The *Delmas Park Neighborhood Improvement Plan* recognizes pedestrian activity throughout the area as a key component of neighborhood revitalization. The community envisions a safe and aesthetically pleasing pedestrian network within the area that will promote activity and enhance the livability of the neighborhood. Recommended streetscape improvements include installation of street trees and pedestrian-scale lighting, improved sidewalks, enhanced pedestrian crossings, and installation of trash receptacles.

Gifford Street runs north-south through the center of the neighborhood, between West San Fernando Street and Auzerais Avenue. This segment links the neighborhood to the light rail station under construction on West San Fernando and Delmas Avenue, and to the various modes of transportation available at the Diridon Station. Gifford Street also connects to Auzerais Avenue, a proposed pedestrian corridor that will extend from State Highway 17 to the west, through the Burbank/Del Monte SNI area, to the Children’s Discovery Museum and the Downtown just to the east of the Delmas Park neighborhood.

- Auzerais Avenue. As a continuation of the Scott Street/Auzerais Avenue corridor from the Burbank/Del Monte SNI area to the west, the segment of Auzerais Avenue between Bird Avenue and Woz Way should be designated as a Pedestrian Priority Area.
- Thirteenth Street. Thirteenth Street between Hedding and Jackson Streets was recently designated as a Neighborhood Business District. The *13th Street Neighborhood Improvement Plan*, which documents the community’s objectives and priorities, specifically identifies this segment of 13th Street as a very high priority for conversion to a mixed-use, neighborhood-serving “Main Street”. The vision for this new mixed-use neighborhood business corridor includes higher intensity residential development combined with ground floor, local-serving

commercial retail uses. Action Item No. 3 in the *Plan* calls for streetscape improvements to include pedestrian-scale lighting, installation of street trees, and sidewalk improvements. Action Item No. 5 calls for the implementation of pedestrian corridor enhancements on numerous streets including 13th Street. In order to facilitate implementation of Action Item Nos. 3 and 5 of the *Plan*, 13th Street between Hedding and Taylor Streets should be designated as a Pedestrian Corridor. This designation and the subsequent physical improvements would connect 13th Street to the existing Pedestrian Corridors on Hedding, Jackson, Taylor, North Tenth and North Eleventh Streets.

- Martha Street. Martha Street is an east-west street that runs through the center of the proposed Martha Gardens Planned Community, which is located within the greater Spartan-Keyes SNI area. Martha Street, east of 7th Street is already designated as a Pedestrian Corridor. The *Martha Gardens Specific Plan*, to be heard at the Fall 2003 General Plan hearings, calls for the Pedestrian Corridor to be extended west to South First Street. Martha Street is intended to increase neighborhood connectivity and linkages to important community destinations and services including shopping areas, parks and transit.
- Keyes Street (between Senter Road and South First Street). The *Spartan-Keyes Neighborhood Improvement Plan* expresses the community's desire to establish a neighborhood-oriented commercial district along Keyes Street. The addition of neighborhood-serving businesses is seen as essential to creating a distinct neighborhood identity while reducing the need for auto trips outside the neighborhood. Recommended streetscape improvements for Keyes Street include the addition of street trees, pedestrian-scale lighting and street furnishings. To help facilitate implementation of Action Item No. 3 of the *Plan* – Improve the Keyes Street Streetscape – the segment of Keyes Street between South First Street and Senter Road, should be designated as a Pedestrian Corridor.
- Balbach Street. Action Item No. 6 of the *Market-Almaden Neighborhood Improvement Plan*, calls for Balbach Street to be designated as a Pedestrian Corridor. This action item identifies a number of improvements to facilitate and promote pedestrian and bicycle circulation through the neighborhood, as well as to enhance the connections to nearby destinations. The recommended improvements on Balbach Street also include enhancing crosswalks, installing a bicycle detection device at intersections, and establishing a bicycle lane.
- University Neighborhoods. A number of streets through the University Neighborhoods area have or are expected to have a high level of pedestrian traffic. The community has identified five streets that it would like designated as Pedestrian Corridors. The development of these corridors should include physical improvements to enhance the pedestrian environment, and modifications to existing traffic controls to support pedestrian circulation. Physical improvements should include new street trees, street furniture, pedestrian-scale lighting, and enhanced crosswalks. The following street segments should be designated as Pedestrian Corridors to facilitate implementation of Action Item No. 5 of the *University Neighborhoods Revitalization Plan*, *Strong Neighborhoods Initiative Update*:
 - Reed Street between Coyote Creek and the Guadalupe River;
 - South Seventh Street between Santa Clara Street and Interstate 280;
 - South Eleventh Street between Santa Clara Street and Interstate 280;

- South Fifth Street between the San Jose State University campus and the new City Hall;
and
- East San Fernando between South Fourth Street and South Seventeenth Street.

Consistency with General Plan

The proposed additions to the Pedestrian Priority Areas Diagram are consistent with the overall goals and policies of the *San Jose 2020 General Plan*. Specifically, the amendment is consistent with:

- Balanced Community Policy No. 2. The Balanced Community Goal is to develop a balanced and complete community. Policy No. 2 encourages varied housing densities and types to be distributed throughout the community and to be integrated with the transportation system, including roads, bicycle and pedestrian facilities. The proposed amendment is consistent with this Policy in that the designated pedestrian corridors provide connections between existing residential areas and major destinations and transportation facilities/nodes throughout the neighborhoods.
- Residential Land Use Goal. The proposed amendment is consistent with the Residential Land Use Goal, which promotes a high quality living environment in residential neighborhoods. The walkability of a community and how well it is connected to adjoining neighborhoods, community facilities, services, and public transportation, are factors affecting the quality of a living environment.
- Commercial Land Use Policy No. 1. Commercial Land Use Policy No. 1 encourages commercial lands to be distributed in a manner that maximizes community accessibility and minimizes the need for automobile travel. It also encourages new commercial development to be designed to encourage pedestrian and bicycle access. As stated previously, the Pedestrian Corridor designation is intended to encourage and facilitate a physical environment conducive to higher levels of walking. Development and land uses along these Pedestrian Priority Areas are intended to support pedestrian activity, while reducing automobile travel and minimize conflicts between automobiles and pedestrians. The amendment is consistent with this Policy in that it will facilitate improved connections between residential and commercial areas.
- Urban Design Policies No. 31, 32, 33 and 34. The Urban Design Goal and Policies promote specific design standards to be incorporated into the aesthetic considerations of the development review process. Policy No. 31 requires all streets within San Jose to be safe, convenient and accessible for pedestrians. Policy No. 32 encourages the addition of pedestrian amenities to create a pleasant walking environment. These amenities include ample sidewalk widths, crosswalks, street furniture, pedestrian-activated crossing-lights, and street trees. Urban Design Policy No. 33 states that all developments should provide pedestrian friendly design features, and that Pedestrian Priority Areas should have enhanced features. Policy No. 34 recommends that building frontages should be designed to create a more pleasing pedestrian environment. The proposed amendment is consistent with these Policies.

- Transportation Goal No. 3. This Goal encourages the City to develop a continuous, safe, accessible, interconnected high quality pedestrian environment that promotes walking as a desirable mode of transportation. The proposed amendment is consistent with this Goal in that it will expand the existing Pedestrian Corridor network and encourage increased levels of walking.
- Pedestrian Facilities Policies. The twenty-six Pedestrian Facilities Policies support the Transportation Goals by recommending specific measures to create a pedestrian friendly environment for the City. The pedestrian network should be safe, convenient, accessible to people with disabilities, and pleasant. Pedestrian pathways and public sidewalks should provide connectivity between uses, and a continuous pedestrian facility network should include connections between neighborhoods. The proposed amendment is consistent with these Policies as it will expand the Pedestrian Corridor network, encourage pedestrian facility improvements, and provide connections between neighborhoods and uses.

Environmental Issues

The environmental impacts of this project were addressed by a Final EIR entitled, "San Jose 2020 General Plan," and findings were adopted by City Council Resolution No. 65459 on August 16, 1994. The Program EIR was prepared for the comprehensive update and revision of all elements of the City of San Jose General Plan, including an extension of the planning timeframe to the year 2020.

PUBLIC OUTREACH

Each SNI Improvement Plan was developed in close coordination with members of the respective neighborhoods through more than one year of monthly Neighborhood Advisory Committee meetings and periodic community workshops. All property owners and residents within each SNI area were invited to all community workshops through postcard mailers, flyers, and PRNS and PBCE contacts. Community members actively participated in each phase of the planning process.

Staff has notified each SNI area in which a priority pedestrian corridor is located of the proposed amendment to the Pedestrian Priority Areas Diagram. Furthermore, the General Plan hearings were noticed in the Mercury News and community meetings were held on October 14 and 15, 2003. In addition, the Department's web-site contains information regarding the General Plan process, amendments, staff reports, and hearing schedule. All comments received have been in favor of the proposed amendment.

COORDINATION

Staff has coordinated the proposed General Plan amendment with the Department of Transportation, the Department of Public Works, the San Jose Redevelopment Agency (RDA) and the Department of Parks, Recreation and Neighborhood Services (PRNS) in addition to other

City departments. RDA and PRNS are the team leaders for the second phase of the SNI process, and are responsible for oversight and coordination of action item implementation. This amendment would implement “Top Ten” priority action items for the Burbank/Del Monte, Thirteenth Street, Spartan-Keyes, Market-Almaden, and University Neighborhoods SNI areas.

RECOMMENDATION

Planning staff recommends that the Pedestrian Priority Areas Diagram be amended to include the priority pedestrian corridors as reflected on the attached map.

Attachments

PROPOSED TEXT AMENDMENT

Add Appendix J: Pedestrian Priority Areas Network, as follows:

EXISTING PEDESTRIAN CORES		
Downtown Core		
Communications Hill Specific Plan Area		
Evergreen Village		
Alviso Village		
Midtown Specific Plan Area		
Diridon Station Area		
Existing and Proposed Light Rail Stations		
Proposed BART Stations		
EXISTING PEDESTRIAN CORRIDORS	BEGIN	END
Berryessa Road	U.S. 101	Capitol Expressway
Hedding Street	North First Street	U.S. 101
Taylor Street	North Seventeenth Street	North First Street
Jackson Street	North Seventeenth Street	North First Street
Alum Rock Avenue	Capitol Expressway	U.S. 101
Santa Clara Street	U.S. 101	Race Street
West San Carlos Street/Stevens Creek Blvd.	Dupont Street	Winchester Boulevard
Martha Street	Kelly Park	South Seventh Street
Story Road	Capitol Expressway	Lucretia Avenue
Tully Road	Capitol Expressway	Lucretia Avenue
King Road	Alum Rock Avenue	Story Road
North Eleventh Street	Hedding Street	East Santa Clara Street
North Fourth Street	Hedding Street	East Santa Clara Street
South Seventh Street	Interstate 280	East Alma Street
North First Street	Tasman Drive	Hedding Street
Lincoln Avenue	Coe Avenue	Minnesota Avenue
Southwest Expressway	Interstate 280	South Bascom Avenue
South Bascom Avenue	Stevens Creek Boulevard	Hamilton Avenue
Winchester Boulevard	Stevens Creek Boulevard	Hamilton Avenue
PROPOSED PEDESTRIAN CORRIDORS	BEGIN	END
North Thirteenth Street	Hedding Street	Jackson Street
Auzerais Avenue	Woz Way	Meridian Avenue
Scott Street	Willard Avenue	Interstate 880
Balbach Street	South Market Street	Almaden Boulevard
Gifford Street	West San Fernando Street	Auzerais Avenue
Martha Street	South Seventh Street	South First Street
Keyes Street	Senter Road	South First Street

South Eleventh Street	East Santa Clara Street	Interstate 280
South Seventh Street	East Santa Clara Street	Interstate 280
South Fifth Street	East Santa Clara Street	San Jose State Campus
Reed Street	Coyote Creek	Guadalupe River
East San Fernando Street	South Seventeenth Street	South Fourth Street